

## REMARKS

Claims 1-13 remain, claims 1, 11, 12 and 13 are amended and claim 14 cancelled by the present amendment.

Reconsideration is respectfully requested of the rejection of the claims under 35 USC 102(e) and 35 USC 103(a) based solely or partly on White et al.

Firstly, the display of White et al. comprises a transaction terminal, not a billboard display capable of a size able to be viewed at considerable distances.

Secondly, there is no inkling in White et al. that a large scale advertising display normally occupies the entire screen area in a first mode but with a different display occupying only a lower area of the display generated in a second mode.

While White et al. has different regions in a display, there is no suggestion that a single image is shown on the entire area in one mode. That is, in White et al., each area has its own separate image at all times. Thus, the maximum size of any image occupies only some fraction of the display area, making them less visible at any distance.

This mode switch may be caused by the approach of passers-by (claim 8) or by use of the terminal (claim 9).

While Rantz describes a proximity control for changing the mode of a terminal, he does not supply the basic deficiency of White et al., i.e., switching from a billboard display occupying the complete area to a terminal display at the lower area.

As recited in claim 3, the privacy screen is controlled to be switched from transparent to opaque to normally allow viewing of lower area is being used as a terminal.

While Byker et al. describes the electrochromic display per se, it does not suggest

allowing viewing of a lower area of display in one mode and blocking the same in another.


Thus, claims 1-13 are urged to define patentably over the prior art cited.

Favorable reconsideration is respectfully requested.

Respectfully submitted,

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